




**VISNEWS**  
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NBC REUTERS BBC

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TO: Victor Han  
DATE: 23 December 1991  
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Re: Finland Verdict Broadcast Media Response

The following is a plan that details what is needed and the mechanisms to put in place for a reaction on February 6 to a verdict in the Finland Product Liability case.

In the case of both a win or a loss the same technical elements have to be organized. We have to be ready with a video news package, crews, a facility for editing in Finland, and an uplink out of Finland, the US and Australia. We need studios in Europe, the US (PM Headquarters) and Australia and Satellite links. The master control and overall project management will be out of London.

1) In the scenario of a win:

- A) Transmit news package to Australia/New Zealand and through Europe for inclusion in news feed packages and directly to broadcasters and TV stations in the US.
- B) The news packages submitted should include soundbites, footage from the court house and the documents. It should be a b-roll only.
- C) All of this activity will be handled in both Finland, New York and overall coordination by myself either in London or Helsinki.

These b-roll packages will promote news coverage and aim to achieve a balanced story.

- D) Spokespersons can be made available in and including

Europe, US and Australia to promote the win if desired.

- E) We will monitor all news coverage of the verdict for Europe and other international locations including the 4 US networks and assist in offering our b-roll. We will monitor feeds, contact European and Australian broadcasters through our bureaus and stay in touch with the US networks for coverage and if coverage is planned inject industry package (B-roll and or live interviews).

In the case of a loss verdict:

- 1) We will be prepared to react anywhere in the world based on our overall set-up within 1 hour of the verdict.
- 2) We will have a b-roll ready to transmit throughout Europe for inclusion in feeds & direct to broadcasters and to the US and Australia with local soundbites. We will monitor loss verdict to make sure the industry is represented and a balanced story is achieved. This will be done with injecting our news packages.
- 3) Satellite link-up of interviews for Europe, for Australia and for US.

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COST:

I. Creative:

Production & Project Management -  
overall management and compilation of  
worldwide response win or loss. \$ 25,000

II. Production of Win or Loss B-Roll: 23-30,000

2-3 days shooting soundbites, courthouse.  
Edit prior to verdict  
Edit for verdict out of Finland

Local soundbite inclusions & local edit each 5,000

III. Transmission/distribution of News Package (Win or Loss):  
(20 minute package) via satellite

Europe (Finland):

through Europe (6,000 + 19,500) 24,500  
to US (4,500 + 9,500) 14,000

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to Australia (4,000 + 14,000)

18,000

#### IV. Satellite Tour: Uplink & Downlink from locations

A) Europe to Europe (2 1/2 hrs.)	Est. 40-60,000
B) US (4 1/2 hrs.)	Est. 20-25,000
C) Australia (3 hrs.)	Est. 10-20,000

\* Additional interviews might be needed at other times to satisfy broadcast requirements.

Visnews Bureau Coordination 5,000 per Bureau

Production Manager each location 500

Estimated Total = \$ 175,500 - 225,500

#### NOTE:

- 1) Facilities and satellite transmission needs to be booked immediately in Finland and throughout Europe. There is a great demand for a limited number of facilities and satellite transponders.
- 2) Satellite time in Australia/New Zealand is difficult to come by for a dedicated occasional use transponder - we need to secure it quickly.
- 3) Research needs to begin as to the best means of distribution of the satellite tour and news packages. Interview programs have to be researched on a preliminary basis.
- 4) The news feeds refer to Eurovision, Visnews, ITN, Japan Feeds, CNN.

#### SUMMARY:

This plan is designed for any possible scenario covering Europe, the US and Australia/New Zealand. The plan can be implemented within one-hour and will monitor and cover all aspects of the electronic media response to the verdict.

On February 6th no matter what is decided, we will be ready to go. The quicker we begin the fewer hurdles to overcome.

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